

THE PETROVA EXPERIENCE

Capability Statement

www.ThePetrovaExperience.com

The Petrova Experience LLC, a Federal, New York City, and State certified Women-Owned Business Enterprise (WBE), and Disadvantaged Business Enterprise (DBE) is a **customer experience (CX) consulting firm**, specializing in human-centered design to create exceptional customer experience in physical, service, and digital experiences. Led by former JetBlue leaders and certified experts in Design Thinking (Stanford) and CX (CCXP), the firm aligns CX strategy, culture, and program management to drive empathy-driven seamless experiences that enhance satisfaction, boost operational efficiency, and build long-term loyalty.

Core Competencies

Customer Experience Program Management

Customer-centric strategy, standards/behaviors, culture, Voice of Customer/Voice of Employee, Program Management, CX technology

Customer Experience (CX) Standards Compliance

CX Audits -physical and service design, Gap Analysis, Mystery Shopper program, performance management programs

Customer Research

CX Best Practices, Current & Future State Field Research, Benchmarking, Persona Development, Voice of Customer/Customer Feedback Mechanisms

Human-Centered Experience Design

CX Strategy informed Journey Mapping, CX Elements: Technology (AI, Biometrics, Real-time communication) Wayfinding, & Disruption Management

Customer Experience Operations Management

Customer-Centric Operations, SOPs, Communications Strategy, Construction Disruption Communication, Customer Service and Digital Experience Design

Training Design & Delivery

Modern Hospitality and customer-centric service

Differentiators

- In-depth expertise in CX best practices and optimizing research and strategy for world-class experience design
- Extensive rail and aviation experience including award-winning CX design for JFK Terminal 5 lobby redesign.
- Oversight of CX and biometrics for major international airport.
- Experience integrating CX across architects, engineers, contractors & design disciplines to maintain CX standards.
- Team with extensive executive leadership roles, executing strategy, driving operational success through programs and initiatives, and shaping visions as owners.

CAGE: 8FH13 | **DUNS:** 117254358 | **Phone:** (646) 515-9220

Company Snapshot

Gov. Business POC: Liliana Petrova

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E-Mail: liliana@thepetrovaexperience.com

Address: 107 Columbia Hts., 4F, Brooklyn, NY
11201 Work Area: Nationwide

WBE, DBE, SBE

Past Performance

PRIDE Industries

Location: Sacramento, CA | **Dates:** 6/2022-9/2024

Job Detail: Customer Experience Strategy, Organizational change, Journey Mapping, Customer Experience Program Management, Training

Penn Station Reconstruction

Location: NYC | **Date:** 8/2023-1/2025

Job Detail: CX Consulting, Passenger Experience Research, Journey Mapping, Experience Design Standards

Newark Airport AirTrain Replacement

Location: Newark, NJ | **Dates:** 2024 - ongoing

Job Detail: Customer Experience Strategy, Branding, Journey Mapping, Benchmarking, Operations Support, Training

NAICS & PSC Codes Additional codes on website

541613 - Marketing Consulting Services

541612 - Human Resources Consulting Services

541512 - Computer Systems Design Services

541611 - Admin. Mgmt & General Mgmt Consulting Services

541618 - Other Management Consulting Services

611430 - Professional and Management Development Training

541720 - Research and Development

541490 - Other Specialized Design Services

U099 - Education/Training - Other

R702 - Support- Management: Data Collection

R408 - Support - Professional: Program Management/ Support

Liliana Petrova, CCXP

Gov Business POC

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